

# **Selling to the Federal Government**



POLL

- The Market
- Preparation
- Homework
- Relationships
- Contracting
- Dos & Don'ts



# The Market



**Maryland**  
DEPARTMENT OF COMMERCE

888-246-6736



[COMMERCE.MARYLAND.GOV](http://COMMERCE.MARYLAND.GOV)

# Federal and Military Presence In Maryland

- Over 60 civilian federal agencies
- 12 major installations with 100's commands and agencies



# What does the mean?

## Federal Spending

\$36.9 billion contracts *performed* in Maryland

- 55% Federal
- 45% Defense

# Representative Federal Agencies in Maryland

- Agriculture
- Census
- CMS
- Energy
- EPA
- **FDA**
- FEMA
- FBI
- HHS
- IRS
- NASA
- **NIH**
- NIST
- NOAA
- NSA
- NRC
- SSA



# Major Installations in Maryland

- Joint Base Andrews
- Aberdeen Proving Ground
- Fort Meade
- NSA
- Cyber Command
- Naval Air Station Pax River
- Indian Head
- Fort Detrick
- Coast Guard Yard

+ 100's of Commands and Tenants





POLL

# The Federal \$

## Top Industries

- Computer services
- Engineering services
- Scientific R&D
- Facility Support services
- Professional & Technology services
- Administrative and Management services
- Building Construction

# Preparation



# Register in SAM

## Systems for Award Management

- Official online database for Federal contractors
- Profile will allow agencies to search for your business
- Like a résumé
- Mandatory



# To Register in SAM

You need:

- DUNS number
- NAICS codes
- Federal Tax Identification Number (TIN) or Employer Identification Number (EIN)
- Banking info
- Request a Commercial & Government Entity Code (CAGE Code) –a standardized method of identifying a given facility at a specific location



# Get DUNS Number

- Assigned by Dun & Bradstreet
- Unique ID number for each enterprise location
- Used by lenders, government and corporate officials searching for background including corporate structure and credit file

dun & bradstreet

# Define your product or service

North American Industry Classification System  
(NAICS) – (*Pronounced NAKES*)

- Agencies post contract bids within a given NAICS code in beta.SAM
- Used by agencies for market research

## NAICS CODE LIST: Click Any Two Digit NAICS Code to

<u>Code</u>	<u>Industry Title</u>
11	Agriculture, Forestry, Fishing and Hunting
21	Mining
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real Estate Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (except Public Administration)
92	Public Administration
	<b>Total Business Establishments</b>



<b><u>56</u></b>	<b><u>Administrative and Support and Waste Management and Remediation Services</u></b>	<b><u>1,615,690</u></b>
<b><u>5613</u></b>	<b><u>Employment Services</u></b>	<b><u>62,263</u></b>
<b><u>561311</u></b>	<b><u>Employment Placement Agencies</u></b>	<b><u>30,108</u></b>
<b><u>561312</u></b>	<b><u>Executive Search Services</u></b>	<b><u>11,504</u></b>
<b><u>561320</u></b>	<b><u>Temporary Help Services</u></b>	<b><u>20,133</u></b>
<b><u>561330</u></b>	<b><u>Professional Employer Organizations</u></b>	

<b>Codes</b>	<b>Titles</b>	<b>Total Marketable US Businesses</b>
<a href="#"><u>31-33</u></a>	<a href="#"><u>Manufacturing</u></a>	<a href="#"><u>646,567</u></a>
<a href="#"><u>3118</u></a>	<a href="#"><u>Bakeries and Tortilla Manufacturing</u></a>	<a href="#"><u>27,888</u></a>
<a href="#"><u>311811</u></a>	<a href="#"><u>Retail Bakeries</u></a>	<a href="#"><u>21,541</u></a>
<a href="#"><u>311812</u></a>	<a href="#"><u>Commercial Bakeries</u></a>	<a href="#"><u>4,296</u></a>
<a href="#"><u>311813</u></a>	<a href="#"><u>Frozen Cakes, Pies, and Other Pastries Manufacturing</u></a>	<a href="#"><u>227</u></a>
<a href="#"><u>311821</u></a>	<a href="#"><u>Cookie and Cracker Manufacturing</u></a>	<a href="#"><u>696</u></a>
<a href="#"><u>311824</u></a>	<a href="#"><u>Dry Pasta, Dough, and Flour Mixes Manufacturing from Purchased Flour</u></a>	<a href="#"><u>510</u></a>
<a href="#"><u>311830</u></a>	<a href="#"><u>Tortilla Manufacturing</u></a>	<a href="#"><u>618</u></a>

# Dynamic Small Business Search Database (DSBS)

- Used by government agencies and other contractors searching for small businesses
- SAM populates the database
- Info includes:
  - Location, NAICS, certifications, ownership, revenues, capabilities, past performance etc.
- Find teaming partners/competition
- Enhance and keep updated



# DSBS

Skip Navigation > Accessibility Options >

[Mobile View](#) [Print](#) [Exit](#) [Help](#)

SBA Search  
Results

[DSBS](#) [Quick Market Search](#) [TM OnLine](#)

Re

## SBA Search Results

1	<a href="#">PATTABIRAMAN</a>	<a href="#">SILVER SPRING, MD 20910-4700</a>		
2	<a href="#">UNIVERSAL HI-TECH DEVELOPMENT INC</a>	JERRY LIN	<a href="#">1383 PICCARD DR ROCKVILLE, MD 20850-4329</a>	SYSTEMS DESIGN, SYSTEMS DEVELOPMENT, SYSTEMS INTEGRATION, FACILITIES MANAGEMENT, SOFTWARE SUPPORT, LAN/WAN (LOCAL AREA NETWORK/WIDE AREA NETWORK) INTEGRATION AND IMAGING SYSTEMS, TRAINING, USER SUPPORT SERVICES, DATA BASE DESIGN, ACQUISITION MANAGEMENT, S
3	<a href="#">Optimoz, Inc</a>	Naresh Patel	<a href="#">4641 Montgomery Ave, Ste 515 Bethesda, MD 20814-3435</a>	Optimoz provide infrastructure automation, system engineering, software development, devops, continuous integration and continuous deployment services utilizing public and private cloud infrastructure to federal and commercial enterprises.
4	<a href="#">PORTAL TECHNOLOGIES CORP</a>	Steven L Nesbit	<a href="#">105 OAK KNOLL DR, STE 100 ROCKVILLE, MD 20850-4705</a>	Professional IT Services including Arch, Design, and Development. Mobility, Process, Org IT Development, and CIO Services. Technology Assessment, Systems Eng. Document Mgmt, Records Mgmt, Revenue/Yield Mgmt, Records Matching, Enterprise-Wide Architecture
5	<a href="#">McCabe Software, Inc.</a>	CINDY BECKMAN	<a href="#">29 Broad St Unit 203 Berlin, MD 21811-1054</a>	
6	<a href="#">LCTM INDUSTRIES INC</a>	ANNE SESSIONS	<a href="#">2102 HARBOR DR ANNAPOLIS, MD 21409-5717</a>	LCTM Industries is a media production firm that is known for creative productions that include product introductions, client reviews, promotions, live events (+ roll ins, telecom hook-ups, et al) and web/TV commercials. Our services include turnkey work on projects, from strategy and concept, through scripting and pre-production planning, to production and editing. We have a small sound recording studio, Premier digital edit suite, with Aftereffects and 2D digital graphics capability and skills. We have expanded to include AutoCAD design capability in 2017.
7	<a href="#">Global Techknowledge, LLC</a>	Anthony J Meyer	<a href="#">10500 Rockville Pike Unit 1317 Rockville, MD 20852-3350</a>	Global Techknowledge (GTK) is a small, economically disadvantaged, woman owned business, located out of Rockville, MD, which serves the greater Washington DC, Northern Virginia, and Maryland region. GTK was started out of a passion for quality IT solutions, customer service and innovation. We provide a comprehensive portfolio of products, services, and solutions for the IT industry, with a focus on <u>government contracting</u> . As a small business we genuinely care about each and every one of our <u>To view full profile, you may also click anywhere in highlighted row.</u> Important our customer base and their satisfaction is to the success, and future growth of our company. We staff our diversified team with highly qualified, certified, IT specialists, with a special focus on providing employment opportunity to our nation's veterans.
	<a href="#">ADVANCED</a>			



# **Socially & Economically Disadvantaged**

- Socially disadvantaged is a business owned by an individual who has experienced disadvantages due to their race, ethnicity or culture.
- Economically disadvantaged is an individual or business with diminished capital and credit opportunities as compared to others in the same or similar line of business who are not socially disadvantaged



# Socio-Economic Designation

- The firm must be 51% or more owned and controlled by one or more socially and economically disadvantaged persons
- Net worth and income parameters
- Advantages
  - Sole Source - no competitive bid process if only one known source exists to fulfill the contract.
  - Set-Asides - market research concludes that small or disadvantaged businesses are available to provide a product/service

# Woman-Owned Small Business (WOSB) & Economically Disadvantaged Woman-Owned Small Business (EDWOSB)

- Industries that are underrepresented by women owned businesses
  - construction, manufacturing, transportation, publishing, telecom, services, casino etc.
- Self or 3rd party certification
- Set-asides



# Service-Disabled Veteran-Owned Small Business (SDVOSB)

- Service-connected disability that has been determined by the Department of Veterans Affairs
- Set asides
- Self certify, unless VA contracts





# Historically Underutilized Business Zone (HUBZone)

- Economically depressed communities
- At least 35% of its employees must reside in “any” HUBZone
- Designation requires certification through the SBA
- Sole source and set-aside



## 8 (a)

- Nine-year program
- Small disadvantaged business
- Can form joint ventures or teams to bid on larger contracts
- Receive management and technical assistance (mentor-protégé)
- SBA certification
- Sole-source contracts



**IMPORTANT**

# Statement of Capabilities

- Who is the audience
- Core competencies / capabilities
- Differentiators
- Past performance
- Socio-Economic designations
- Certifications and codes/numbers
- Customers



# Core Competencies

- No long paragraphs
- Use short sentences followed by keyword heavy bullet points
- Create a different document for each agency, prime or teaming opportunity
- Tailor each CAP to agency mission or specific opportunity
- Call it a Capability Statement
- One page – one or two sides
- Save and distribute as a PDF, **not** Word, PowerPoint etc.

# Capability Statement

Your Logo Here

**TargetGovTip:** This is a content & design template. Show your logo and **contact information, with a specific person's name, phone, and email.**

## CORE COMPETENCIES

Tailor your Capability Statement to reflect your audience. An example first sentence is, "[Your Company] is able to help the [Target Agency or Prime Contractor] in their requirement for [specific requirements] by providing:

**Short introduction** statement relating the company's core competencies to the agency's specific needs followed by keyword heavy bullet points.

### TargetGov Tips:

- No long paragraphs
- Use short sentences followed by keyword heavy bullet points
- Create a new document for each agency mission or specific opportunity
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if **absolutely necessary**
- Save and distribute as a PDF, not a Word, PowerPoint, or other format

## COMPANY DATA

**Company History**  
One very brief paragraph of company description detailing pertinent facts.

**TargetGovTip:** Readers will visit your website for additional information. Make sure your website is constantly updated and government-focused.

### List Specific Codes:

- DUNS
- Socio-economic certifications: 8(a), HUB Zone, SDVOB, etc.
- NAICS (all)
- CAGE Code
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s)
- Other federal contract vehicles
- BPAs and other federal contract numbers
- State contract Numbers

## DIFFERENTIATORS

Identify what makes you different from your competitors and how this benefits the targeted agency. Use metrics

**TargetGov Tip:** Relate your key differentiators to the needs of the agency, prime or teaming partner.

Use metrics – what have you done in your company's history. Create x amount, done x number of times, etc.

**TargetGov Tip:** Match your font to your existing marketing materials and logos

## PAST PERFORMANCE

List past customers for whom you have done similar work. Prioritize by related agency, to all federal to all other government to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list.

Formatting:

**Name of the Agency, Department, or Company.** Contract # (if applicable), Value, Timeframe, Brief description of the work done. *Include metrics or customer benefits.* End with Contract: Name, Position/Title, Email, Phone

**TargetGov Tip:** Ideally, include specific contact information for immediate references. Include name, title, email, and phone.

## Capability Statement

www.venturelink.biz

*Venture Link is a full service management consulting company specializing in improving our client's organizational effectiveness by developing and implementing strategies for its people, processes and systems optimization. We work with our clients to identify and implement effective change management programs, business process improvement, Lean Six Sigma, leadership development, coaching and training that are specifically tailored at achieving their goals.*



Cage: 5T7V3 | Duns: 363473161 | Phone: (414) 795-3500

## Core Competencies

### Benchmarking | Areas of Expertise

- ✓ Business Transformation
- ✓ Change Management
- ✓ Organizational Development
- ✓ Strategy, Planning and Execution
- ✓ Business Improvement
- ✓ Process Improvement
- ✓ Performance Improvement
- ✓ Transformation Management
- ✓ Business Analysis
- ✓ Lean and Six Sigma
- ✓ Leadership Training
- ✓ Organizational Design
- ✓ Process Flow & Design
- ✓ Strategic Development
- ✓ Systems Integration & Optimization
- ✓ Operational Efficiency
- ✓ Organizational Effectiveness
- ✓ Supply Chain & Logistics
- ✓ Executive Coaching & Consulting



Strategy & Planning



Process Improvement



Supply Chain & Logistics

## Contact Information

Gov. Business POC: Lawrence Martel

Phone: (414) 795 - 3500

E-Mail: [lmartel@venturelink.biz](mailto:lmartel@venturelink.biz)

Address: 3385 S. Catamount Dr.  
New Berlin, WI 53146

Work Area: Global

Socio-Economic Certifications:

- ✓ Service Disabled Veteran Owned Small Business

## Commercial Past Performance



**Aclipsa Mobile Video Solutions**  
Scottsdale, AZ | March, 2016

- ✓ Assessed & developed organizational policies and procedures
- ✓ Developed a strategy to take the company to market
- ✓ Developed and provided procedural and sales training to staff
- ✓ Provided interim executive management



**Extendicare**  
Milwaukee, WI | Jan 2004 & 2009

- ✓ Mapped Operational Processes
- ✓ Designed & Implemented Solutions for Process Optimization
- ✓ Implemented Budgeting Procedures
- ✓ Conducted Risk Analysis on Financial Processes & Procedures

## Differentiators

- ✓ Service Disabled Veteran Owned Small Business (SDVOSB)
- ✓ Awarded GSA Professional Services Schedule 00Corp
  - ✓ SIN 874-1: Integrated Consulting Services
- ✓ We have access to over 100 executive level consultants
  - ✓ Globally available in person or remotely
- ✓ We have a team of strategic government focused marketing

## NAICS & PSC Codes

541611 Administrative & General Management Consulting  
541613 Marketing Consulting Services  
541614 Process, Physical Distribution & Logistics Consulting  
541618 Other Management Consulting Services  
541910 Marketing Research And Public Opinion Polling  
561499 All Other Business Support Services  
611430 Professional And Management Development Training  
730000 Logistics Support Services  
8408 Program Management/Support Services



# Elevator Pitch



- 20 to 30 seconds
- Explain what makes your company, product or service unique
- What problem can you solve
- Competitive advantages
- Do NOT lead with socio economic status.

# Now Do your Homework







# Maryland's

Government Contracting Guide



# Maryland's Government Contracting Guide

## Comprehensive “How To” Resource

- Define your capabilities
- Find an appropriate opportunity
- Prepare a proposal and price a response
- 100 agency contacts
- Do business with the state of Maryland
- Maryland business resources

# B2G Website

## ONE STOP Tool

### PORTALS TO:

- Federal and Military Agencies
- Prime Contractors
- State Contracting
- County Contracting

and *Do's and Don'ts*





# ~~FEDBIZOPS~~ **beta.SAM.gov**

- Government agencies are required to post opportunities for contracts over \$25,000
- Online tool
- Pre-solicitations upcoming opportunities
- Research past awarded opportunities



# beta.SAM

## Search opportunities

- Key word
- NAICS Code
- Agency
- Place of performance
- Set-Asides
- Opportunity Type
- Etc.



# beta.SAM

## Register

- Receive email notifications based on your keywords and search criteria
- Monitor pending contracts
- Create a watch list for opportunities



# beta.SAM

## Search Federal Organizations

**Search**   **Advanced**

Select... ▼

### Type of Notice

Select... ▼

### Entity Name/Unique Entity ID (DUNS)

Search Unique Entity ID ▼

### Service Classifications

#### NAICS

Select... ▼

#### PSC

Select... ▼

#### Set Aside

Select... ▼

Total Small Business Set-Aside (FAR 19.5)

Partial Small Business Set-Aside (FAR 19.5)

8(a) Set-Aside (FAR 19.8)

8(a) Sole Source (FAR 19.8)

**Historically**   Underutilized   Business

## Snow Removal Services East Brimfield Lake, Fiskdale, MA

Department/Ind. Agency

DEPARTMENT OF DEFENSE

Sub-tier

DEPT OF THE ARMY

Office

W2SD ENDIST NEW ENGLAND

### Contract Opportunities

Notice ID

W912WJ20Q0004

Current Date Offers Due

Nov 27, 2019

Last Updated Date

Nov 15, 2019

Last Published Date

Nov 15, 2019

Type

Original Solicitation

## Snow Removal Services, Birch Hill Dam and Tully Lake, Royalston, MA

Department/Ind. Agency

DEPARTMENT OF DEFENSE

Sub-tier

DEPT OF THE ARMY

Office

W2SD ENDIST NEW ENGLAND

### Contract Opportunities

Notice ID

20Q0003

Current Date Offers Due

Nov 27, 2019

Last Updated Date

Nov 15, 2019

Last Published Date

Nov 15, 2019

Type

Original Solicitation

## S--OPTION - GEGR SNOW/ICE REMOVAL SERVICES

CANCELLATION NOTICE: This is a combined synopsis/solicitation for commercial items prepared in accordance with the format in FAR Subpart 12.6, as supp...

Department/Ind. Agency

INTERIOR, DEPARTMENT OF THE

### Contract Opportunities

Notice ID

140P4519Q0033

Current Date Offers Due

Sep 17, 2019

Last Updated Date

Sep 24, 2019 (1)

Last Published Date

Sep 24, 2019



# ~~Federal Procurement Data System~~ Contract Data

Found on beta.Sam

- Post-solicitation and award data on contracts that have an estimated value of \$3,500 or more.
- Search public award data to find competitive information and build your business pipelines.
- Learn when existing contracts expire
- Help identify potential subcontracting opportunities.





# Research the Agencies



# Maryland Federal Facilities Profile

## Social Security Administration



6401 Security Boulevard  
Baltimore, Maryland 21244  
410-965-8904  
Baltimore County

[www.ssa.gov](http://www.ssa.gov)

**Commissioner:** Nancy A. Berryhill (Acting)

**Department:** Independent

**Maryland Employees:** 12,000

**Procurement Contracts in 2017:**

- \$1,577,029,6018 US Total
- \$835,284,494 Performed in Maryland

**History & Mission:** The Social Security Act was signed into law by President Roosevelt on August 14, 1935. In October 1936, Social Security moved into the Candler building in Baltimore City. In 1960, a new facility was built in Woodlawn, Baltimore County.

The Social Security Administration administers Social Security, a social insurance program consisting of retirement, disability, and survivors' benefits. To qualify for these benefits, most American workers pay Social Security taxes on their earnings; future benefits are based on the employees' contributions.

The mission of the SSA is to advance the economic security of the nation's people through compassionate and

# Federal Facilities Profile

## Social Security Administration

### Resources

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[Contracting Forecast](#)

[Procurement](#)

[Small Business Outreach](#)

[Subcontracting](#)

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### Branches and Contacts

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#### Office of Small and Disadvantaged Business Utilization

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6401 Security Blvd.  
Baltimore, Maryland  
21244

Wayne McDonald, Director, Office of Small  
and Disadvantaged Business Utilization  
[smallbusiness@ssa.gov](mailto:smallbusiness@ssa.gov)  
410-965-7467

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#### Office of Acquisitions and Grants

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Mid-Atlantic Social  
Security Center  
300 Spring Garden St  
Philadelphia,  
Pennsylvania 19123

Seth Binstock, Associate Commissioner for  
Acquisition and Grants  
[seth.binstock@ssa.gov](mailto:seth.binstock@ssa.gov)

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#### Office of Information Technology Acquisition

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6401 Security Blvd.  
Baltimore, Maryland  
21244

Pamela Kontz, Acting Director  
[pamela.kontz@ssa.gov](mailto:pamela.kontz@ssa.gov)

Medicare

Medicaid/CHIP

Medicare-Medicaid  
CoordinationPrivate  
InsuranceInnovation  
CenterRegulations &  
GuidanceResearch, Statistics,  
Data & SystemsOutreach &  
Education[Home](#) > [About CMS](#) > [CMS Contracting Opportunities](#) > Contracting With CMS - General Information**CMS Contracting  
Opportunities****Contracting With CMS - General  
Information**[Contracting Policy and Resources](#)[Grants and Cooperative  
Agreements](#)[FOIA Redacted Contracts](#)[Current Bid Board Opportunities](#)**Contracting With CMS - General Information**

The Centers for Medicare & Medicaid Services (CMS) provides direction and technical guidance for the administration of the Federal effort to plan, develop, manage and evaluate health care financing programs and policies. To this end, CMS needs to procure a wide range of supplies and services to support Medicare and Medicaid programs including (but not limited to) the following:

- Research Studies and Demonstrations
- Consultant Services
- Utilization of Health Services
- Provider Fraud and Abuse
- Health Quality and Standards
- Professional Advisory Services
- Computer Programming
- Data Processing
- Office Supplies
- Computer Hardware and Software

**Doing Business with CMS!**

To view the latest CMS contracting opportunities

- To view the latest **Contract Solicitations**, please visit <http://www.fbo.gov>
- To view the latest **Forecast of Contract Opportunities Report**, please see the CMS Forecast Opportunities listed below in "Related Links."
- To view the latest **Bid Board Notices**, please visit the [CMS Current Bid Board Opportunities](#) page.
- To learn about **CMS Grants**, please visit the [CMS Grants and Cooperative Agreements](#) page.
- To receive **CMS Contracting News**, please submit your email address for [CMS Email Updates](#).

**Contracting Policy and Resources**

In order to help contractors understand and anticipate various contractual CMS requirements, CMS will upload various terms and conditions as a resource. These resources can be accessed by visiting the [Contracting Policy and Resources Page](#). Information on this page will assist contractors with contractual policies such as Security, Personnel Credentialing, and Conflict of Interest.

**The CMS Office of Acquisitions and Grants Management 2015 Industry Day Conference was a Success!**

We would like to take this time to thank you for your participation, suggestions, and lively discussions during the conference. For more conference information, **click on the conference link below** under the Related Links section to view the materials offered at the conference.

**CMS' Small Business Office**

CMS has a full time Small Business Specialist (SBS) co-located at CMS. The SBS is a member to the Health and

# Acquisition Forecasts

→ ↻ 🏠 Social Security Administration [US] | <https://www.ssa.gov/agency/osdbu/assets/docs/ContractingForecast2018.pdf>



## SSA Fiscal Year 2018 Contract Forecast

Requirement Type	Contract Name (Description)	Primary NAICS Code	Primary NAICS Code Description	Contract Type (Award or IDV Type Description)	Type of Competition	Estimated Dollar Range	Incumbent Contractor Name (if applicable)	Place of Performance	Contract Number (if applicable)
Recompete	Asbestos Air/Bulk Sample Services	541380	Testing Laboratories	Indefinite Quantity Contract	Small Business Set-Aside	≥\$100K and ≤\$150K	Aerosol Monitoring and Analysis	Woodlawn, MD	SS00-13-60036
Recompete	Laborer Services Contract	561320	Temporary Help Services	Firm Fixed Price	8(a) Competitive	≥\$1M and ≤\$2M	Creative Business Solutions, Inc.	Baltimore, MD/ Washington, D.C.	SS00-15-60040
Recompete	Carpentry Service Contract	238350	Finish Carpentry Contractors	Firm Fixed Price	Small Business Set-Aside	≥\$250K and ≤\$500K	Government Logistic Support Services, LLC	Baltimore, MD/ Washington, D.C.	SS00-13-60016
Recompete	Combined Facility Maintenance Contract for MATSSC	561210	Facilities Support Services	Firm Fixed Price	GSA Federal Supply Schedule Small Business Set-Aside	≥\$5M and ≤\$10M	Brooks Range Contract Services, Inc.	Philadelphia, PA	SS00-10-60000
Recompete	York Chiller Maintenance	238220	Plumbing, Heating, and Air-Conditioning Contractors	Firm Fixed Price	Full and Open Competition	≥\$100K and ≤\$150K	Johnson Controls, Inc.	Woodlawn, MD	SS00-13-31075
Recompete	UPS Maintenance at the National Computer Center	238210	Electrical Contractors and Other Wiring Installation Contractors	Indefinite Quantity Contract	Full and Open Competition	≥\$150K and ≤\$250K	Eaton Corp.	Woodlawn, MD	SS00-15-60064

# Acquisition.Gov

- Agency procurement forecasts
- Small business an industry liaisons
- How-to-do business
- Vendor communication plans
- Training



# Relationships



# Past Performance

Don't have any?  
Be a Subcontractor





# Prime Contractors

Portals to 50 Primes

- Supplier Diversity
- Registration



# Suppliers

What We Do Suppliers

## Suppliers

Working with Suppliers

Our Key Markets

Australia

India

Saudi Arabia

United Kingdom

United States



"We believe in strong and resilient supplier relationships, which are critical in allowing us to meet our customer's expectations."

## Related LINKS

Undertakings

Responsible Business Conduct

Code of Conduct

BAE Systems is not responsible for content of external websites.



## Our Home Markets

Click here, to find out more about our global business, which is based around five home markets including: Australia, India, the Kingdom of Saudi Arabia, the United Kingdom and the United States.



## Working with suppliers

We spend more than £10 billion a year with approximately 25,000 suppliers around the world. We buy a wide range of major equipment, services, materials and components that contribute to our products and services for customers.



# DSBS Find Teaming Partners

SBA - SBA Search Results				
Not secure   dsbs.sba.gov/dsbs/search/dsp_profilelist.cfm?RequestTimeout=180				
<div> <div>Skip Navigation &gt; Accessibility Options &gt;</div> <div>Mobile View Print Exit Help</div> <div>DSBS Quick Market Search TM OnLine</div> </div> <div>SBA Search Results</div> <div>Ready</div>				
SBA Search Results				
1	<a href="#">PATTABIRAMAN</a>	<a href="#">SILVER SPRING, MD 20910-4700</a>		
2	<a href="#">UNIVERSAL HI-TECH DEVELOPMENT INC</a>	JERRY LIN	<a href="#">1383 PICCARD DR ROCKVILLE, MD 20850-4329</a>	SYSTEMS DESIGN, SYSTEMS DEVELOPMENT, SYSTEMS INTEGRATION, FACILITIES MANAGEMENT, SOFTWARE SUPPORT, LAN/WAN (LOCAL AREA NETWORK/WIDE AREA NETWORK) INTEGRATION AND IMAGING SYSTEMS, TRAINING, USER SUPPORT SERVICES, DATA BASE DESIGN, ACQUISITION MANAGEMENT, S
3	<a href="#">Optimoz, Inc</a>	Naresh Patel	<a href="#">4641 Montgomery Ave, Ste 515 Bethesda, MD 20814-3435</a>	Optimoz provide infrastructure automation, system engineering, software development, devops, continuous integration and continuous deployment services utilizing public and private cloud infrastructure to federal and commercial enterprises.
4	<a href="#">PORTAL TECHNOLOGIES CORP</a>	Steven L Nesbit	<a href="#">105 OAK KNOLL DR, STE 100 ROCKVILLE, MD 20850-4705</a>	Professional IT Services including Arch, Design, and Development. Mobility, Process, Org IT Development, and CIO Services. Technology Assessment, Systems Eng. Document Mgmt, Records Mgmt, Revenue/Yield Mgmt, Records Matching, Enterprise-Wide Architecture
5	<a href="#">McCabe Software, Inc.</a>	CINDY BECKMAN	<a href="#">29 Broad St Unit 203 Berlin, MD 21811-1054</a>	
6	<a href="#">LCTM INDUSTRIES INC</a>	ANNE SESSIONS	<a href="#">2102 HARBOR DR ANNAPOLIS, MD 21409-5717</a>	LCTM Industries is a media production firm that is known for creative productions that include product introductions, client reviews, promotions, live events (+ roll ins, telecom hook-ups, et al) and web/TV commercials. Our services include turnkey work on projects, from strategy and concept, through scripting and pre-production planning, to production and editing. We have a small sound recording studio, Premier digital edit suite, with Aftereffects and 2D digital graphics capability and skills. We have expanded to include AutoCAD design capability in 2017.
7	<a href="#">Global Techknowledge, LLC</a>	Anthony J Meyer	<a href="#">10500 Rockville Pike Unit 1317 Rockville, MD 20852-3350</a>	Global Techknowledge (GTK) is a small, economically disadvantaged, woman owned business, located out of Rockville, MD, which serves the greater Washington DC, Northern Virginia, and Maryland region. GTK was started out of a passion for quality IT solutions, customer service and innovation. We provide a comprehensive portfolio of products, services, and solutions for the IT industry, with a focus on government contracting. As a small business, we genuinely care about each and every one of our customers. To view full profile, you may also click anywhere in highlighted row. Important our customer base and their satisfaction is to the success, and future growth of our company. We staff our diversified team with highly qualified, certified, IT specialists, with a special focus on providing employment opportunity to our nation's veterans.
	<a href="#">ADVANCED</a>			

# SubNet

## Subcontracting Network System

- businesses seeking small businesses subs
- small business seeking contracting opportunities
- Prime contractors with subcontracting plans



U.S. Small Business  
Administration



SubNet

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SubContracting Network(SubNet) - Public Search - (Version 1.0)

**Business Name:** American Contracting & Env.  
Services

**Type of Businesses Being Solicited**

Women-Owned Small Business,Disadvantaged  
Business Enterprise (DBE),Small Disadvantaged  
Business (SDB),Women-Owned Small Business under  
the SBA Women-Owned Small Business  
Program,Economically Disadvantaged Women Owned  
Small Business,Economically Disadvantaged Women-  
Owned Small Business under the Women-Owned  
Small Business Program

**NAICS Code**

237110 Water and Sewer Line and Related  
Structures Construction

**Additional NAICS Code**

N/A

**Solicitation (SOL) /  
NSS Brief Description:**

Ashleigh Knolls Shared Sewage Disposal Facility

**Files Attached:**

There are no files attached to this solicitation.

**Solicitation (SOL) /  
NSS POC**

First Name: Sian  
Last Name: Campbell  
Phone: 301-490-9100  
Fax:  
Email:

**Solicitation (SOL) /  
NSS No. SOL-IFB 2019-15**

**Place of Performance**

MD:

**Performance Start Date**

02/01/2019

**Solicitation (SOL) /  
NSS Closing Date**

11/13/2018 2:00 AM  
Time Zone: EST

# Office of Small and Disadvantage Business Utilization - OSDBU

- Support small and disadvantaged businesses
- Works with their Agency to meet their small and disadvantage goals

*They cannot get you a contract*



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DEPARTMENT OF COMMERCE

888-246-6736

| [COMMERCE.MARYLAND.GOV](http://COMMERCE.MARYLAND.GOV)

# Networking

- Attend agency outreach events
  - beta.Sam posts these events
  - GovConnects & GovConNet
- Matchmaking events
- High Tech Councils

*Have your elevator pitch and Statement of Capabilities ready*







# Contracting



# Contracting Methods

## CREDIT CARD PURCHASES

- Purchase Card of individual items under \$10,000 - micro-purchases.
- Do not require competitive bids or quotes 70% of all government procurement transactions are facilitated with a credit card



# Contracting Methods

## SIMPLIFIED ACQUISITION PROCEDURES

- Soliciting and evaluating bids up to \$250,000, but are still required to advertise all planned purchases over \$25,000 in beta.Sam
- Fewer administrative details and approval levels, and less documentation
- Purchases greater than \$10,000 and less than \$250,000 are reserved for small businesses



# Types of Solicitations

## REQUEST FOR INFORMATION (RFI)

- Market research
- To ascertain whether companies exist that may have relevance to what they need
- Solely for information and planning purposes
- No promise of an RFP in the future



# Types of Solicitations

## REQUEST FOR QUOTATION (RFQ)

- No pending request to purchase commercial products and services
- Informal way
- May not result in a contract
- Used in simplified acquisitions



# Types of Solicitations

## REQUEST FOR PROPOSAL (RFP)

- Formal process
- Provide a price quote
- Used in large, publicly announced negotiated procurements

# Contract Vehicles

- Used to procure goods and services in a quicker manner than the usual government procurement process
- These contracts often provide goods and services across many federal agencies

# General Services Administration GSA

The federal government's:

- Business manager
- Buyer – commodities, commercial items
- Real estate developer
- Telecommunications manager
- and IT solutions provider
- Contracting opportunities over \$25,000 are advertised on betaSam





# GSA Schedule

- Multiple Award Schedule
- Long-term government wide contracts with commercial suppliers
- Access to more than 11 million commercial supplies (products) and services at volume discount pricing
- IDIQ – Indefinite Delivery, Indefinite Quantity
- State & Local are users



# GSA Schedule

## Categories of supplies and service:

- Facilities and Construction
- Human Capital
- Industrial Products & Services
- Information Technology (IT)
- Medical
- Office Management
- Professional Services
- Security & Protection
- Travel, Transportation, and Logistics

# GSA Startup Springboard

## Information Technology Category

- The GSA wants the latest IT technologies to federal agencies faster.
- Fewer than two years of experience
- Use executives and key professionals' professional experience to substitute for two years of corporate experience
- Use key personnel's project experience to substitute for relevant corporate past performance
- Provide financial documentation that demonstrates your company's financial responsibility instead of submitting two years of financial statements.
- Get access to over \$15 Billion in annual federal, state, and local IT opportunities.



# Contract Vehicles

## Government Wide Acquisition Contracts (GWACs)

- Pre-competed task order
- For information technology systems design, software engineering, information assurance, and enterprise architecture solutions
- Established by one agency for government wide use
- NIH, NASA, GSA

# Before Your Proposal

## Ask Yourself

- Do you have sufficient staff available?
- Do you have the funds or financing to perform?
- Do you have the accounting system in place that meets the Federal requirements?
- Can you identify every cost such as labor, fringe benefits, material, overhead,.....



# Organizing Your Proposal

Your proposal must demonstrate that:

- You understand the agency's need
- You understand the product or service requirements
- Your proposed solution meets (or exceeds) the requirements,
- Most proposals are divided into three sections:
- (1) technical, (2) price, and (3) past experience

*Important that you have a capabilities statement*



# Organizing Your Proposal

## The Musts:

- The products and services you are offering fulfill the needs (meet the requirements, as stated in the solicitation)
- You complete and submit all the appropriate standardized forms
- Your offer is clear, concise, and understandable
- Your pricing makes sense for you and the government
- ***And follow instructions!***



# Organizing Your Proposal

## Demonstrate:

- Experience supporting the requesting agency or similar work
- Successfully performed on a project of similar work scope and complexity
- You have the staff or has access to personnel





# One Last Thing FAR Compliance

## Federal Acquisition Regulation

- Governs the purchasing process
  - Uniform acquisition policies and procedures
    - Planning & solicitations
    - Contract formation
    - Contract administration
- ....Be familiar



# Resources



# Small Business Administration SBA

Supports small business government contracting

- Contracting Guide
- Contacting Assistance Programs
- Certifications
- Designations

Website a must

- [SBA.GOV/Federal-Contracting](https://www.sba.gov/federal-contracting)



# Procurement Technical Assistance Centers

- Counseling
- Training
- Advise:
  - Government contracting requirements
  - The market
  - Successful performance

# Maryland Business Resources

- Commerce programs
- Governor's Office of Small, Minority & Women Business Affairs
- TEDCO
- Incubators

# Business Assistance

- Site Location assistance
- Business formation and licensing
- Finance
- Tax Credits – JCTC, Cyber, security clearance
- Workforce training and recruitment
- Business Advocacy
- Export Assistance

# Finance Programs

- MSBDFA – Contract & Surety Bonds
- MIDFA – Loan Guarantees
- Video Lottery Terminal Fund

# **The Dos & Don'ts of Government Contracting**



**Do's**



**Don'ts**



# Dos & Don'ts Preparation

## Do

- ID your NAICS, niche & competitive advantage
- Have a clear easily navigable website
- Register in SAM / Primes

## Don't

- Limit your NAICS
- Fail to keep your profiles, website & certifications up to date

# Dos & Don'ts Preparation

## Do

- Prepare a clear and concise website and CAP statement
- Have workforce and finance in place

## Don't

- Have too broad of a scope
- Overextend yourself financially
- Pursue security clearance solicitations if can't



# Dos & Don'ts Homework

## Do

- Study beta.SAM
- Review solicitations
- Review awards and forecasts

## Don't

*Schedule a meeting until you have:*

- Completed all the preparation steps
- Prepared the customized CAP statement

# Dos & Don'ts Homework

## Do

- Research websites, learn mission and what & how they buy
- Determine agency's challenges and how you can solve
- Consider subcontracting

## Don't

*Schedule a meeting until you have:*

- Done all your research
- Identified the issue to solve



# Dos & Don'ts Relationships

## Do

- Listen & Learn
- Find networking opportunities
- Use small business liaisons
- Seek partners, small & Large

## Don't

- Lead with your socio-economic status, but lead with capability
- Ask “how can I help you”
- Focus only on large primes



# Dos & Don'ts Relationships

## Do

- Present succinctly and clearly
- Distinguish your niche & competitive advantage
- Ask for referrals

## Don't

- Forget to reach out to buyers of smaller contracts
- Give up on outreach and be persistent



# Dos & Don'ts Performance

## Do

- Start small
- Read solicitation carefully
- Offer value , quality & green
- Contact the CO with questions or problems

## Don't

- Seek or propose on work you can't manage
- Submit a non-responsive bid or incomplete documentation
- Leave problem unattended

# Dos & Don'ts Performance

## Do

- Have workers in place
- Have quality controls
- Request debrief if lose

## Don't

- Be unprepared with security clearances
- Fail to perform – word gets out



# Key Points

## Do

- Utilize SBA, SBDC, PTAC & GOSBA
- Understand your customer
- Have a great CAP statement and website



## Don't

- Miss networking opportunities & vendor days
- Waste your or your customer's time



# Key Points

## Do

- Hone your elevator pitch
- Gain past performance through commercial, small or sub opportunities
- Find a mentor

## Don't

- Be unprepared with staffing or financial capacity
- Forget your rolodex
- Fail to perform



# Oh yea- that Elevator Pitch



- Interesting
- Memorable
- Succinct
- Give examples and successes
- Ask questions
- Practice your pitch
- Remember - 20 to 30 seconds
- Have a business card with info on back or small brochure.

# In Conclusion

## *Government Contracting is Hard Work*

So..

- Be Prepared
- Do your Homework
- Build Relationships
- Perform
- *Be Persistent*



# Recommendation

## Start Small

- Local – towns, counties, cities
- State
- Subcontract
- Then.... Feds



# B2G Newsletter

Subscribe to:



B2G updates from [Helga Weschke](#), Director, Federal Business Relations, Maryland Department of Commerce, Office of Military and Federal Affairs. For more information about the events, please contact the organizer.



## GSA Startup Springboard: Information Technology Category

The General Services Administration wants to get the latest technologies to federal agencies faster. Startup Springboard gets innovative IT companies with fewer than two years of experience onto the Information Technology Category. You can now:

# Important Links

Maryland Commerce Website

<https://open.maryland.gov/>

Maryland Commerce Business to Government Website

<https://open.maryland.gov/business-resources/government-contracting/>

Maryland's Government Contracting Guide

<https://commerce.maryland.gov/Documents/BusinessResource/maryland-federal-facilities-contracting-guide.pdf>

Dos and Don'ts of Government Contracting - (find many links in this document)

<https://commerce.maryland.gov/Documents/BusinessResource/DosAndDontsOfContractingWithTheGovernment.pdf>

Business to Government Newsletter

<http://eepurl.com/dh8W7j>



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# Important Links

North American Industry Classification System

<https://www.census.gov/naics/>

Systems Award Management

[sam.gov](https://sam.gov)      [beta.Sam.gov](https://beta.sam.gov)

Dynamic Small Business Search Database

[https://web.sba.gov/pro-net/search/dsp\\_dsbs.cfm](https://web.sba.gov/pro-net/search/dsp_dsbs.cfm)

SBA – Federal Contracting

<https://www.sba.gov/federal-contracting>

SubNet

[https://eweb1.sba.gov/subnet/client/dsp\\_Landing.cfm](https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm)

Acquisition.gov

<https://www.acquisition.gov/browse/index/far>





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# Contact

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